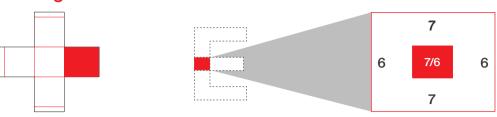


Brand Guidelines

Symbolism

The logo refers to Swiss tradition in its construction.



Aa

The openings of the letters «E» and «F» come from the proportions of the ends OF THE ARM OF the Swiss cross. It's proportions are 1/6th larger than high. The color chosen for the logo is that of the Swiss flag. The logo was drawn from the Helvetica Neue font.

Logo

The EPFL logo always features on the top left side of the documents in red.



The main color of our logo is Swiss red. To maintain its readability the primary use is on clear backgrounds and images. The logo should remain red as much as possible, even on dark backgrounds or images. The white version on red background is for secondary uses.

Brand Architecture

Organizational unit references must always be separated from the EPFL logo.

■ École polytechnique fédérale de Lausanne

 School of Architecture, Civil and Environmental Engineering Swiss
Plasma
Center

SafetyCompetenceCenter

The line «École polytechnique...» (always red) can only be used on legal documents. The mention of the organizational units is always accompanied by the red square (**)** with the proportions of the arm of the Swiss cross and must be smaller than the logo.

Corporate Colors

When using colors, you must always choose the values listed here.

ROUGE
CIOMI100 JI100 NIO
RI255 VIO BIO
FF0000
PANTONE 485 C
RAL 3020

GROSEILLE
C130 M1100 J1100 N10
R1181 V131 B131
B51F1F
PANTONE 3546 CP
RAL 3000

LÉMAN C185 M10 J145 N10 R10 V1167 B1159 # 00A79F PANTONE 3272 CP RAL 5018 CANARD
C190 M10 J130 N140
R10 V1116 B1128
007480
PANTONE 7714 CP
RAL 5025

TAUPE
C130 M130 J130 N180
R165 V161 B158
413D3A
PANTONE 405 CP
RAL 8019

PERLE
C125 M120 J120 N10
RVB R1202 V1199 B1199
CAC7C7
PANTONE 406 C
RAL 7047

Using colors appropriately is one of the easiest ways to ensure that our documents reflect a coherent visual image or story from EPFL. Always balance colors with generous white spaces.

Corporate Font

Suisse Int'l is EPFL's official font

SUISSE INT'L - 24 PTS - ULTRA LIGHT, THIN, LIGHT, REGULAR, BOOK, MEDIUM, SEMI-BOLD, BOLD, BLACK

A A A A A A A A A

SUISSE INT'L MEDIUM CAPS - 24 PTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SUISSE INT'L LIGHT - 24 PTS

a a b c d e f g h i j k l m n o p q r s t u v w x y z

The «Suisse Int'I» has nine weights and is suitable for all uses, from titles to legends. If you do not have access or wish to use an authorised alternative, you must use Arial. On office materials, Arial is used exclusively, because it is available as a system font on all computers, making it easy to share editable documents.





CORP-ID COFFEES

Every Thursday 9:00 to 11:00 am On appointment

CORP-ID

EPFL P-MEDIACOM
CM 2 263 - Station 10
Phone: +41 (0)21 693 70 84
E-mail: corp-id@epfl.ch

corp-id.epfl.ch

École polytechnique fédérale de Lausanne